

Claim(s)

1. A system for generating data representative of audio, the system comprising:
a client;
a server in communication with said client over a network; and
5 a set of instructions, said set of instructions being configured to generate data
representative of audio in response to a user event, said user event being generated on said client.
2. The system of claim 1 wherein said set of instructions comprises a mathematical formula.
3. The system of claim 2 wherein said mathematical formula comprises variables, the value
of which is determined by said user event.
- 10 4. The system of claim 3 wherein said variables are related to the coordinates of a user's
pointer.
5. The system of claim 1 wherein said set of instructions receives a stream of data as said
user event.
6. The system of claim 1 wherein said set of instructions is transmitted from said server to
15 said client via said network.
7. The system of claim 6 wherein said set of instructions is transmitted in conjunction with a
viewable window which is displayed on said client.
8. The system of claim 7 wherein said user event occurs outside said viewable window.
9. The system of claim 7 wherein said user event occurs within said viewable window.

10. The system of claim 7 wherein the said viewable window has content used for commerce, advertising, or entertainment purposes.

11. The system of claim 7 wherein said viewable window comprises an advertising banner.

12. The method of claim 7 wherein the content of said viewable window is chosen according
5 to user profiling data.

13. The method of claim 12 wherein said user profiling data includes the number of times a user has interacted with other viewable windows.

14. The method of claim 7 further comprising a second server, said second server providing content to said client.

15. The method of claim 14 wherein the content of said viewable window is chosen
10 according to user profiling data.

16. The method of claim 15 wherein said user profiling data includes reference to said content provided by said second server.

17. The method of claim 14 wherein said selected content comprises a web page.

18. The method of claim 1 wherein said network is chosen from the group including Internet
15 and World Wide Web.

19. A method for providing multi-media content to a user, the method comprising:
obtaining user profiling data associated with a user;
selecting, based on said data, content for a first medium;
20 selecting, based on said data, content for a second medium;

combining said content for said first medium with said content for said second medium to form multi-media content; and

providing said multi-media content to said user.

20. A method for providing a multi-media Internet advertisement to a user, the method comprising:

obtaining user profiling data associated with a user;

selecting, based on said data, content for a first medium;

selecting, based on said data, content for a second medium;

combining said content for said first medium with said content for said second medium to form a multi-media Internet advertisement; and

providing said multi-media Internet advertisement to said user.

21. The method of claim 20 wherein said Internet advertisement comprises a World Wide Web banner advertisement.

22. A network comprising:

a user with a client, said client providing requests for material, and comprising a display device;

a content provider having a page responsive to said requests for material, the content provider providing requests for viewable windows;

a server having viewable windows responsive to said requests for viewable windows; and

a set of instructions, said set of instructions configured to generate data representative of audio in response to user events;

wherein said user events are generated by said user interacting with said client.

23. The network of claim 22 wherein said viewable windows comprise advertising banners.

24. A method for generating data representative of audio comprising:

displaying at least one viewable window;

locating a pointer outside of said viewable windows; and

generating data representative of audio based on the location of said pointer.

25. The method of claim 24 wherein said viewable window comprises an advertising banner.

26. A method for providing content having a plurality of attributes chosen for a particular

user, the method comprising:

obtaining user profiling data associated with a particular user;

selecting, based on said data, the value of a first attribute;

selecting, based on said data, the value of a second attribute;

assembling content with said first and said second attribute; and

providing said content to said particular user.